

Implementation Steps/Actions	Target Years for Implementation/Completion ¹							Implementation Leaders and Potential Partners						Notes/Comments ²	Public Improvement Funding Strategy (see Section 4.0 for the Key)	
	2006	2007	2008	2009	2010	2011-2015	2016+	City	Business Community	Other Governmental	Utilities	Community Organizations	Other			
INITIATE DOWNTOWN REVITALIZATION																
I. Adopt the Downtown Vision Plan, Implementation Strategy, and Regulating Code (see page 6)															L-1, L-9	
a. Incorporate the Downtown Plan into the General Plan Update and the General Plan EIR															L-1, L-9	
b. Prepare and adopt/certify CEQA document for the Vision Plan, Regulating Code, and Implementation Strategy															L-1, L-9	
c. Officially Adopt the Downtown Rocklin Vision Plan, Implementation Strategy, and Regulating Code.															L-1, L-9	
d. If necessary, amend other City ordinances to insure consistency with the Regulating Code.															L-1, L-9	
e. Review and amend the Downtown Rocklin Regulating Code and other City ordinances as necessary															L-1, L-9	
II. Organize Strategically for Downtown Redevelopment/Development (see pages 6-8)															L-1, L-9	
a. Reproduce, distribute, and market the Downtown Rocklin Vision Poster													Main St. Org.	Estimated Costs: \$25 to \$50/poster	L-1, L-9	
b. Recruit community support by promoting the Downtown Vision Plan													Main St. Org.		L-1, L-9	
c. Engage property owners to gain an understanding of their specific goals													Main St. Org.		L-1, L-9	
d. Create a Downtown Business Improvement District													Main St. Org.		L-1, L-9	
e. Create a Downtown Rocklin Main Street Program or Committee													CA Main St.	Estimated Operating Costs: \$200,000 to \$300,000 per year	L-1, L-9	
f. Seek grants and other funding sources for improvements													Main St. Org.		L-1, L-9	
DEVELOP/REDEVELOP DOWNTOWN PROPERTIES																
I. Improve Downtown Parking to Support New Development (see pages 11-12)																
a. Establish an In-lieu Parking Fee Program													Main St. Org.		L-1, L-12	
b. Encourage and facilitate the construction of shared or public parking lots to accommodate new development													Main St. Org.	Estimated Costs: 3,000 to \$4,000/parking space	L-2, L-3, L-4, L-7, L-9, L-10, L-12	
c. As densities increase, replace surface parking with parking structures to allow additional infill development													Main St. Org.	Estimated Costs: \$18,000 to \$25,000/parking space	L-2, L-3, L-4, L-7, L-9, L-10, L-12	
d. Maximize the amount of convenient on-street parking when streetscape improvements occur													Main St. Org.		F-1, F-3, L-2, L-3, L-4, L-9, L-10	
e. Consider the use of metered parking or time limits for on-street parking													BID	Estimated Costs to install meters: \$800 to \$1,400 per meter	L-1, L-7, L-9, L-10,	
f. Establish a Residential Parking Permit Program for the Three Residential Districts															L-1, L-12	
II. Initiate Catalyst Development Projects (see pages 12-14)																
a. Initiate a mixed-use development on the City-owned parcels on the corner of Rocklin Road and Pacific															F-3, F-6, L-2, L-5, L-7, L-9	
b. Initiate the planning, design, and redevelopment of the Big Gun Quarry Site and Quarry Park															F-1, F-2, F-3, F-5, F-6, L-2, L-4, L-5, L-9, P-1, P-2	
c. Encourage a mixed-use development on the vacant parcels on Pacific St. between Bush St. and Civic Center Dr.															F-3, F-6, L-2, L-5, L-7, L-9	
d. Initiate a mixed-use development on the City-owned parcels on Pacific Street between Pine and Oak															F-3, F-6, L-2, L-5, L-7, L-9	
e. Acquire the Roundhouse Square site from Railroad and initiate development of the property															F-2, F-3, F-5, F-6, L-2, L-4, L-5, L-7, L-9, P-1, P-2	
III. Encourage and Facilitate the Development/Redevelopment of Other Downtown Properties (see pages 12-14)																
a. Encourage and facilitate infill mixed-use and residential development on vacant/underutilized properties															F-3, F-6, L-2, L-5, L-7, L-9	
i. Properties within the Pacific Mixed-Use Core, North, and South Districts															F-3, F-6, L-2, L-5, L-7, L-9	
ii. Rocklin Mixed-Use South Properties															F-3, F-6, L-2, L-5, L-7, L-9	
iii. Rocklin Road Mixed-Use North Properties															F-3, F-6, L-2, L-5, L-7, L-9	
iv. Front Street Historic District Properties															F-3, F-6, L-2, L-5, L-7, L-9	
v. Gateway Mixed-Use Properties															F-3, F-6, L-2, L-5, L-7, L-9	
b. Encourage and facilitate redevelopment of currently developed properties within Downtown															F-3, F-6, L-2, L-5, L-7, L-9	
IMPROVE DOWNTOWN STREETS AND INFRASTRUCTURE																
I. Pacific Street Reconstruction (see pages 14-16)															Estimated Costs: \$952,400	F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
a. Segment between Rocklin Road and Civic Center Drive (proposed street)													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
b. Segment between Rocklin Road and Pine Street													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
c. Segment between Pine Street and Midas Avenue													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
d. Segment between Civic Center Drive and Farron Street													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
e. Incorporate streetscape amenities from approved Streetscape Furniture Palette													Main St. Org.	Estimated Costs: \$1,236,000 to \$1,421,000		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
II. Rocklin Road Reconstruction (see pages 14-16)															Estimated Costs: \$54,205	F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, P-1
a. Segment between Front Street and San Francisco Street													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
b. Segment between San Francisco and Meyers Street													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
c. Incorporate streetscape amenities from approved Streetscape Furniture Palette													Main St. Org.	Estimated Costs: \$561,000 to \$646,000		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
III. Front Street Reconstruction (see page 14-16)															Estimated Costs: \$1,024,120	F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
a. Segment between Rocklin Road and C Street													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
b. Segment between C Street and Farron Street													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
c. Incorporate streetscape amenities from approved Streetscape Furniture Palette													Main St. Org.	Estimated Costs: \$266,000 to \$360,000		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
IV. Railroad Avenue Reconstruction and Extension (see page 14-16)															Estimated Costs: \$2,185,100	F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
a. Existing Segment														Main St. Org.		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
b. Extension to Midas Avenue													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
c. Extension to Farron Street													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
d. Incorporate streetscape amenities from approved Streetscape Furniture Palette													Main St. Org.	Estimated Costs: \$702,000 to \$950,000		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
V. Civic Center Drive Construction (including Water and Wastewater Improvements) (see page 14-16)															Estimated Costs: \$2,255,010 to \$2,460,840	F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
a. Construct Segment													Main St. Org.			F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
b. Construct a 10-inch sewer line in Civic Center Drive														Estimated Costs: \$162,000		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
c. Construct 8-inch sewer line in Civic Center Drive														Estimated Costs: \$187,000		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
d. Incorporate streetscape amenities from approved Streetscape Furniture Palette													Main St. Org.	Estimated Costs: \$657,000 to \$888,000		F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1

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2. This implementation matrix includes cost estimates only for items that are reasonably quantifiable through comparison of similar items or industry standards for probable opinion of costs. Programmatic or procedural items, as well as development projects, typically are not accompanied by cost estimates, as the costs associated with these implementation elements vary widely. The intent of the cost estimates is to provide an order of magnitude level of economic considerations, rather than exact or nearly exact figures or ranges upon which to base decisions.

Implementation Steps/Actions	Target Years for Implementation/Completion ¹							Implementation Leaders and Potential Partners						Notes/Comments ²	Public Improvement Funding Strategy (see Section 4.0 for the Key)
	2006	2007	2008	2009	2010	2011-2015	2016+	City	Business Community	Other Governmental	Utilities	Community Organizations	Other		
VI. Rukhala Road Realignment (including Water Improvements) (see page 14-16)															F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
a. Construct Realignment															F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
b. Construct a 10-inch water line in the Rukhala Road Realignment														Estimated Costs: \$187,000	F-1, F-2, F-3, F-5, L-2, L-3, L-4, L-5, L-8, L-9, L-10, L-12, P-1
VII. Additional Wastewater Improvements (see page 14-16)															F-3, F-4, L-2, L-3, L-4, L-9, L-10
a. Upsize existing 10-inch sewer line in Woodside Drive to a 12-inch line														Estimated Costs: \$205,200	F-3, F-4, L-2, L-3, L-4, L-9, L-10
b. Survey and Evaluate the existing 8-inch line in Pacific Street (between Farron and Woodside) and upgrade when necessary														Estimated Costs: \$516,000	F-3, F-4, L-2, L-3, L-4, L-9, L-10
c. Construct 8-inch sewer line in Civic Center Drive														Estimated Costs: \$162,000	F-3, F-4, L-2, L-3, L-4, L-9, L-10
d. Evaluate the West of Pacific Wastewater Collection Basin and upgrade when necessary														Estimated Costs: \$1,183,750	F-3, F-4, L-2, L-3, L-4, L-9, L-10
VII. Additional Water Improvements (see page 14-16)															F-3, F-4, L-2, L-3, L-4, L-9, L-10
a. Evaluate individual fire flow requirements for projects as development occurs and upgrade lines as necessary															F-3, F-4, L-2, L-3, L-4, L-9, L-10
ESTABLISH DOWNTOWN PARKS AND OPEN SPACE RESOURCES															
I. Heritage Park (see page 16)															L-1, L-9
a. Negotiate long-term lease or acquisition of property from Railroad															L-1, L-9
b. Develop Heritage Park Master Plan														Estimated Costs: \$20,000 to \$75,000	L-1, L-9
c. Construct park improvements														Estimated Costs: \$30 to \$100 per square foot (excluding land costs)	F-5, L-2, L-3, L-4, P-1, P-2
II. Quarry Park (see page 16)															L-1, L-9
a. Negotiate acquisition of property from property owner													Main St. Org	Estimated Costs: \$10,000 to 20,000	L-1, L-9
b. Sponsor National Design Competition for the Reuse of the Big Gun Quarry and the Quarry Park													Main St. Org	Estimated Costs: \$30,000 to \$100,000	F-4, L-1, L-9
c. Develop Quarry Park Master Plan													Main St. Org		F-4, F-5, L-2, L-3, L-4, L-7, P-1, P-2
d. Design and construct park improvements													Main St. Org		
III. Quarries (see page 16)															L-1, L-9
a. Consider establishing an open space conservation program for quarry pits															F-4, L-1, L-9
b. Use conservation easements to preserve quarry pits and adjacent open space															L-1, L-4, L-9
c. Require the preservation of quarries as a condition of development applications															
IV. Create New Pedestrian Connections to Downtown Parks and Open Space (see page 16)															F-1, L-2, L-3, L-4, L-9, L-10, P-2
a. Require Development adjacent to parks to incorporate access points to the park facilities															F-1, L-2, L-3, L-4, L-9, L-10, P-2
IMPROVE THE CIVIC CENTER AND DOWNTOWN PUBLIC USES															
I. Relocate Finn Hall to the rear of Memorial Park (see page 16)															L-1, L-9
a. Prepare a feasibility study for the relocation of Finn Hall															L-1, L-3, L-9
b. If feasible, relocate Finn Hall															
II. Design and construct new library building and parking improvements (see pages 16-17)															L-1, L-9
a. Determine location for new library (note: the preferred location may not be within the Civic Center)													Main St. Org		L-1, L-2, L-3, L-4, L-6, L-7, L-9,
b. Acquire library site if necessary													Main St. Org		L-1, L-2, L-3, L-4, L-6, L-7, L-9,
c. Design and construct library													Main St. Org		
III. Consider the relocation of the existing Fire Station (see page 17)															L-1, L-9
a. Prepare study for potential sites to relocate the Fire Station															L-1, L-3, L-9
b. If feasible, relocate Fire Station															L-1, L-3, L-9
IV. Design and construct new Administration Building and new parking facilities (see page 17)															
IV. Improve Public Transportation Opportunities in Downtown Rocklin (see page 17)															F-1, L-3, L-7
a. Expand and Improve Capitol Corridor Service as demand for service grows															F-1, L-1, L-2, L-4, L-6, L-7, L-9, L-10
b. Improve regional and local bus/shuttle service opportunities within Downtown Rocklin															F-1, L-1, L-2, L-4, L-6, L-7, L-9, L-10, L12
i. Establish a bus stops with a transit shelter at the Civic Center and Quarry Park															F-1, L-1, L-2, L-4, L-6, L-7, L-9, L-10
ii. Enhance bus service within the City of Rocklin															F-1, L-1, L-2, L-4, L-6, L-7, L-9, L-10
iii. Establish a Downtown shuttle system													Main St. Org		F-1, L-1, L-2, L-4, L-6, L-7, L-9, L-10
V. Design and construct pedestrian linkages between Civic Center and Quarry Park (see page 17)													Main St. Org		F-1, L-1, L-9, L-10
VI. Design and construct public restrooms within Downtown parks and adjacent to other Downtown public spaces (see page 17)															L-1, L-9
MAINTAIN AND ENHANCE THE OVERALL IMAGE OF DOWNTOWN															
I. Encourage adaptive re-use and preservation of historically/culturally significant buildings (see page 17)															L-1, L-9
a. Encourage the use of the State Historic Building Code													Main St. Org		L-1, L-9
b. Promote Rehabilitation Loan Programs													Main St. Org		
II. Design and Build gateway signs/monument features that welcome people to Downtown Rocklin (see page 17)													Main St. Org	Estimated Costs: \$10,000 to \$75,000	F-3, F-2, F-3, L-1, L-2, L-4, L-9, L-10, L-12, P-1
III. Design and Construct Wayfinding and Identity Signage System (see page 17)															F-2, F-3, L-1, L-2, L-4, L-8, L-9, L-10, L-12, P-1
a. Prepare Downtown Wayfinding and Identity Signage Plan														Estimated Costs: \$15,000 to \$25,000	L-1, L-9, L-12
b. Size, locate, and color vehicular wayfinding signs appropriately													Main St. Org		L-1, L-9, L-12
c. Design pedestrian wayfinding signs appropriately													Main St. Org		L-1, L-9, L-12
d. Develop and install wayfinding signs linking downtown Rocklin Districts and amenities													Main St. Org		F-2, F-3, L-1, L-2, L-4, L-8, L-9, L-10, L-12, P-1
e. Unify the City and reinforce the identity of Downtown Rocklin through banners													Main St. Org	Estimated Costs: \$100 to \$250 per banner	L-1, L-9, L-12
f. Introduce simple directional signs to Districts													Main St. Org		F-2, F-3, L-1, L-2, L-4, L-8, L-9, L-10, L-12, P-1
IV. Organize Downtown Rocklin Cleanup Days and Good "SAM" (Safety and Maintenance) Program (see page 17)													Main St. Org		L-1, L-9, L-10, L-12
V. Consider Adopting a Downtown Public Art Ordinance to encourage public art within public spaces (see page 18)													Main St. Org		L-1, L-9
VI. Monitor the conditions of the existing residential districts. Implement neighborhood programs as necessary (see page 19)													Main St. Org		F-6, L-1, L-8, L-9, L-10, L-11

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IMPROVE THE ECONOMY OF DOWNTOWN ROCKLIN															
I. PROVIDE SUPPORT FOR BUSINESS RETENTION & EXPANSION (see page 23)															
a. Encourage business and customer service training through the SSBDC, COC, or future Downtown Management Org.														Main St. Org.	L-9, L-10
b. Improve downtown telecommunications infrastructure and develop WiFi zones														Main St. Org.	L-1, L-2, L-4, L-9, L-10
c. Continue to Promote low-interest business loan programs														Main St. Org.	L-1, L-9, L-10
II. Work with Real Estate Brokerage and Development Community to target strategic businesses (see page 23)															
a. Create a GIS database of sites and buildings available in the Downtown area														Main St. Org.	L-1, L-9, L-10
b. Work with real estate brokerage and development community to market Downtown's site and location opportunities														Main St. Org.	L-1, L-9, L-10
c. Potential business sectors to evaluate for initial development include:															
i. Small (3,000 sq. ft.) and medium size (12,000 to 15,000 sq. ft.) office businesses (see page 17-20)														Main St. Org.	L-1, L-9, L-10
ii. Local and independent business opportunities (see page 17-20)														Main St. Org.	L-1, L-9, L-10
iii. Quick food restaurants, cafes, and specialty food (see page 17-20)														Main St. Org.	L-1, L-9, L-10
iv. Lifestyle retail businesses (see page 17-20)														Main St. Org.	L-1, L-9, L-10
v. Service businesses (see page 17-20)														Main St. Org.	L-1, L-9, L-10
III. ENHANCE TOURISM SERVICE & PRODUCTS (see page 23)															
a. Facilitate making Downtown Rocklin's History Visible															
i. Enact Interpretive Sign program														Main St. Org.	F-2, L-1, L-8, L-9, L-10, L-12
ii. Incorporate Historic Highway 40 (Lincoln Highway) Signage on Pacific Street														Main St. Org.	L-1, L-8, L-9, L-10, L-12
iii. Promote Downtown, Quarry Park, and Heritage Park as a destination for travelers along Interstate 80														Main St. Org.	L-1, L-9, L-10
iv. Incorporate Quarry and Railroad artifacts into public art, public spaces, and streetscapes.														Main St. Org.	F-2, L-1, L-8, L-9, L-10
b. Continue to work with the South Placer Regional Tourism Agency to help promote Downtown Rocklin														Main St. Org.	L-1, L-9, L-10
VI. INITIATE STRATEGIC PROMOTIONS, FESTIVALS AND EVENTS (see page 23)															
a. Establish Downtown event goals and a target market for Downtown festivals and events														Main St. Org.	L-1, L-9, L-10
b. Consider establishing a weekly Downtown farmer's market														Main St. Org.	L-1, L-9, L-10
c. Collaborate to determine 3 to 4 annual festivals or events for Downtown Rocklin														Main St. Org.	L-1, L-9, L-10
d. Encourage event themes that highlight the values, heritage, history, or geology of Downtown Rocklin														Main St. Org.	L-1, L-9, L-10
e. Develop a strategic program and budget														Main St. Org.	L-1, L-9, L-10
f. Identify festival and event sponsors														Main St. Org.	L-1, L-9, L-10
g. Develop a strategy to promote festivals and events through the media														Main St. Org.	L-1, L-9, L-10
h. Implement Events														Main St. Org.	L-1, L-9, L-10
i. Evaluate, revise, and expand downtown events														Main St. Org.	L-1, L-9, L-10

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